



Retail in Frontier Markets in South Asia: Three Key Trends for 2024

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EXECUTIVE SUMMARY

Frontier markets in South Asia: Overview

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Chart 2 - Retail in the Context of Asia Pacific

Retail in 2023: The big picture

Chart 3 - Retail Sales 2018-2028

Bangladesh drives retail growth, while Pakistan and Sri Lanka face challenges

Chart 4 - Retail Channel Breakdown by Country 2018-2023

Retail e-commerce grows due to rising internet access and consumer convenience preferences

Chart 5 - Retail Breakdown by Channel 2018-2023

THREE KEY RETAIL TRENDS

Digital transformation and infrastructure boost retail e-commerce growth

Omnichannel retail helps retailers in frontier markets in South Asia navigate inflation and economic instability

Supply chain innovations, local sourcing, and technology are pivotal for retailers across frontier markets in South Asia

LEADING RETAILERS

Retailers thrive through diversified channels, localised offerings, and scale advantages

Chart 6 - Top 10 Retail Companies 2018-2023

Kapruka leads growth with personalised experiences; Alibaba follows with strategic expansion

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Intiaz thrives in grocery retail by maintaining affordable prices without compromising quality

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Abans Plc and Hayleys Plc strengthen market positions through local production and diversified strategies

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Alibaba is driving e-commerce growth across frontier markets in South Asia through local partnerships and technology

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Direct sellers focus on community engagement to sustain relevance

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Retail growth in South Asia is expected to be driven by modernisation, despite challenges

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Bangladesh projected to lead the region in terms of retail growth, driven by organised formats and increased global sourcing

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E-commerce growth fuelled by mobile-first approach and rising digital adoption

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